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## ABSTRACT

A mask composition may comprise a water insoluble substrate and a liquid composition. The liquid composition may comprise a skin tone changing agent a water-soluble thickening agent which provides the liquid composition a viscosity of from about 1000 mPa·s to about 600,000 mPa·s; and an aqueous carrier. The skin tone changing agent may be selected from the group consisting of skin tone changing pigments, reflective particulate material, and mixtures thereof, wherein the skin tone changing agent has a particle size of at least about 100nm.